WHAT IS CLAIMED IS:

1. An electronic apparatus comprising:

a clock circuit that generates a clock signal having clock signal pulses generated at a predetermined cycle; and

a non-volatile memory circuit that counts clock signal pulses generated by said clock circuit and stores the counted clock signal pulses.

- An electronic apparatus according to Claim 1, wherein said non-volatile memory circuit comprises a ferroelectric memory.
- 3. An electronic apparatus according to Claim 1, further comprising a control circuit that controls said electronic apparatus, wherein said control circuit controls said non-volatile memory circuit so as to count the clock signal pulses in response to the clock signal generated by said clock signal circuit.
- 4. An electronic apparatus according to Claim 1, wherein said electronic apparatus comprises a camera.
- 5. An electronic apparatus according to Claim 4, wherein said control circuit comprises a central processing

unit.

- 6. An electronic apparatus according to Claim 1, wherein, when a power supply battery for supplying power to said electronic apparatus is replaced, said non-volatile memory circuit starts counting in a state in which a predetermined value is added to the memory contents of said non-volatile memory circuit.
 - 7. An electronic apparatus comprising:
 - a time-keeping circuit that keeps time; and
- a ferroelectric memory circuit that stores a time signal concerning time kept by said time-keeping circuit.
- 8. An electronic apparatus according to Claim 7, further comprising a control circuit that controls the electronic apparatus, wherein said control circuit controls said ferroelectric memory circuit so as to store the time signal for said time-keeping circuit in response to time-keeping by said time-keeping circuit.
- An electronic apparatus according to Claim 7,
 wherein said electronic apparatus comprises a camera.
 - 10. An electronic apparatus according to Claim 7,

wherein said control circuit comprises a central processing unit.